



## DRAFT VISION + GOALS HANDOUTS

### DRAFT GOALS (from September 2, 2014)

- **Land Use**  
Eisenhower West will have a vibrant mix of uses including office, commercial, light industrial, and residential with community facilities, services, and amenities achieved through phased implementation.
- **Housing**  
Eisenhower West will be a neighborhood that is accessible to a variety of income levels, ages, and household sizes through a range of housing types.
- **Building Height & Size**  
Eisenhower West will be a transit-oriented community that features taller buildings closer to the Van Dorn Metro station and along Van Dorn Street.
- **Economic Development**  
Eisenhower West will be an integrated part of the economic engine of the Eisenhower Valley in which economic development, employment opportunities, and job creation are promoted.
- **Neighborhood Character & Services**  
Eisenhower West will have an abundance of services appropriate for a transit-oriented neighborhood with a diverse group of residents, visitors, and businesses.
- **Streetscape & Public Space**  
Eisenhower West will have a safe and active public realm for enjoyment by residents and visitors of all ages and abilities focused on Eisenhower Avenue, Van Dorn Street, and Pickett Street.
- **Circulation & Connectivity**  
Eisenhower West will have safe, efficient, and linked pedestrian, bicycle, transit, and vehicular mobility.
- **Parks, Open Space & Recreational Opportunities**  
Eisenhower West will have a connected, accessible, and identifiable open space system featuring the green spine of Backlick Run and a growing network of adjoining parks, trails, and green space.
- **Sustainability & Environment**  
Eisenhower West will have a healthy natural resources system that will foster stewardship among its residents.
- **Implementation**  
The Eisenhower West vision will be achieved through phased implementation focused on prioritizing the improvement and addition of neighborhood amenities and services.

**DRAFT VISION STATEMENT: Does this reflect the goals, if they are achieved? (from September 2, 2014)**

Building on its unique assets, Eisenhower West will showcase a variety of uses, including thriving commercial and light industrial businesses along Eisenhower Avenue, an active Van Dorn Metro station, a vibrant Pickett Street that includes retail, residential uses, and restaurants, and a better connected community through the West End Transitway. Residents and visitors will have access to cultural and civic amenities, high-quality parks and green spaces, active and passive recreation options, and a revitalized local stream system. Walkability and connectivity will be enhanced to allow community members to travel through a safe and pleasant environment to their daily destinations. The vision for Eisenhower West will be achieved through phased implementation, interim uses, and community amenities to attract future development. **Eisenhower West will provide a high quality of life for a culturally, economically, and generationally diverse community.**

**DRAFT VISION NARRATIVE: Does this tell the story of the future? (from September 2, 2014)**

Imagine walking out your front door, grabbing coffee and the newspaper along lively Pickett Street. You cross onto the spacious sidewalk of the bridge that connects across the railroad tracks. You pause at the center of the bridge to take in the view of the expansive Eisenhower Valley and a naturalized Backlick Run. As you approach the end of the bridge, you see the bustling Van Dorn Metro station, full of people connecting to the greater Washington, DC metro area. You notice the bright blue buses of the West End Transitway as they approach the Metro station to drop off and collect passengers, you hear the sounds of water falling from a fountain, the chatter of people on their way to work and school, and the conversations as passengers purchase food from nearby vendors.

You feel the breeze of cyclists passing by on their journey from nearby trails along Backlick Run, Cameron Run, and Holmes Run to their work places along the green boulevard of Eisenhower Avenue, the hub of small-scale, creative manufacturing for Alexandria. Larger industries in the area are surrounded by a village of smaller industries focused on everything from creating devices that improve everyday technologies to food and drink production to marketing companies that promote the work of scientific innovation.

You take a stroll with your family along Backlick Run Trail, the green spine of the neighborhood that connects people to the innovation boulevard of Eisenhower Avenue. As you walk along the trail that leads to Ben Brenman Park, you describe to your children the science of industry through interpretive signage showcasing industrial uses, manufacturing technology, and stormwater management. You emerge from the park energized and pleased with this place you have chosen as home. Eisenhower West, a place to innovate, recreate, learn, and connect to the region.

## **FEEDBACK RECEIVED FROM STEERING COMMITTEE**

### **From Agnès Artemel/Eisenhower Partnership:**

*Below are my comments which include feedback from the Eisenhower Partnership.*

*First, I want to note that the September 8 agenda of the Steering Committee is right on target – it is time to discuss existing plans in the neighborhood of Eisenhower West, and particularly to find out what Fairfax County already has on its books that may affect our options for Eisenhower West.*

*It is also important to start talking about goals and objectives. We've gathered a fair amount of input in the past few months, and of course, redevelopment options for Eisenhower West have been floated for many years, since the City began investing in the area through flood control projects and connecting the eastern and western portions of Eisenhower Avenue.*

*The long document entitled "Eisenhower West Draft Vision Statement and Goals" is a beginning. However, it seems to leapfrog from the total lack of structure that has characterized earlier meetings, to excruciatingly detailed prescriptions, including items that are more implementation-related than goal-setting. I am also troubled by the classification of goals under topic headings such as "Building Height and Size". Building height and size is not a goal, but rather, perhaps, a means to an end.*

*I would recommend limiting our discussion tonight to formulating 6-10 strong and discrete goals, which would later be fleshed out, including detailed objectives, and eventually implementation strategies. The goals should be clear and understandable, and be accepted by the Steering Committee and later this month, at the Community Meeting. It is only then that it is appropriate to start listing specific actions.*

*As a first cut at Goals, I suggest the following:*

- 1. Capitalize on the economic development potential created by the Van Dorn Metro Station, proximity to the Capital Beltway, and presence of large land holdings*
- 2. Increase the usability of the Van Dorn Metro Station to Alexandria residents*
- 3. Humanize Van Dorn Street so that it becomes safer for pedestrians and more attractive to residents and shoppers*
- 4. Solve flooding problems at Backlick Run and Cameron Run*
- 5. Attract land uses that provide a mix of residential and employment opportunities and are able to co-exist with industrial uses remaining in the area long-term*
- 6. Provide incentives for relocation of certain industrial uses while enabling the retention of community-serving uses*
- 7. Provide better access by Alexandria residents citywide to the future amenities of the area*
- 8. Relieve traffic congestion on Van Dorn Street and streets intersecting with Van Dorn Street*
- 9. Provide recreational opportunities commensurate with the needs of current and future residents, and in the context of citywide needs for recreation and open space*
- 10. Provide a plan that is implementable in market and financial terms, in a phased approach.*

*There should probably be a housing goal, but I'm not sure there is broad agreement on what it would be. This deserves some detailed discussion.*

*Each of the above goals, once agreed to, could then be laid out in more detail through specific objectives. For example, under economic development, one could include: provide a variety of jobs at different skill levels, or one could say we should emphasize jobs that are high-skilled, high-quality jobs. Depending on the answer, we would then formulate the specific objectives, land use recommendations, and implementation strategies.*

*The Eisenhower Partnership has several comments on detailed line items in the document, which I am happy to provide later once we have established our framework of goals.*

*The vision is also something that should be deferred until the goals have been defined. The current presentation of a vision does not resemble what I've heard so far in the discussions during the plan process. It is too gauzy, without regard to realities, and also presents only a small portion of what the plan should be about. It is the same vision that almost any redevelopment area will describe, not taking into account what is special or different about Eisenhower West. The elements of the vision should relate to the goals, and be verified as feasible after analysis of opportunities and constraints (such as immovable land uses and private property rights). Thanks for the opportunity to comment before the meeting.*

**From Mary Catherine Gibbs/Business Representative:**

*I was a bit surprised with the level of detail in the draft goals and many of them didn't seem like goals, but more like implementation items. As a business owner rep, businesses that are directly impacted by the proposed multi-modal bridge and the potential Farrington Ave. extension, listing implementation of both of these transportation projects without first determining their scope seemed to be skipping a few steps. I'm certain this was just a draft but I'm hopeful these aren't the final ones.*

*And more specifically, there was at least one item of concern. One of the items listed under the item discussing open space states the following:*

- Identify sites for a variety of new high-quality green spaces including passive green spaces, pocket parks, active green spaces, athletic fields, playgrounds, and dog parks.*

*I wanted to make sure the committee is aware, as I'm sure you are, that the City cannot identify privately owned property and list it as public open space or park land without the property owners' permission. You can identify that you want more park space or open space in the general area, but you cannot say one property owner's land should be a park. Please make sure the committee knows this.*

**From Arthur Impastato/Community Representative:**

*With respect to the draft vision and goals, I want to thank the staff for doing a good job of organizing and distilling public input. I would, however, make a few additions to the "Implementation" section of the draft vision and goals. In order for the SAP to attract new development, I believe we have to think outside the box since the current area does not have much connectivity and since there are a multitude of heavy and light industrial uses that will likely make the area less attractive to developers. I would urge the staff to initiate dialog soon with the large landowners within the proposed SAP as well as with developers who have developed land in the West End for purposes of developing a concrete list of what might attract development to the SAP. Even without the benefit of speaking to landowners and developers, I have a small list of outside the box ideas that might attract development: (1) reduced taxes for redevelopment; and, (2) expeditious processing of building permits.*

**From Maria Wasowski/Transportation Commission Representative:**

*I've been looking at Agnes's list of goals and I think that for the most part, it's a good list. The only one that I have a bit of trouble with is number 10, because I'm not sure what is meant by the plan is "implementable in market and financial terms". Maybe phasing and triggers need to be part of the plan, but it needs to be stated differently. Also, we need to have sustainability as an additional goal.*

## **DRAFT GOALS AND GUIDING PRINCIPLES: (from September 2, 2014)**

### **LAND USE**

**Goal: Eisenhower West will have a vibrant mix of uses including office, commercial, light industrial, and residential with community facilities, services, and amenities achieved through phased implementation.**

- Ensure a balance among uses to allow residents to live, work, shop, and recreate in the area.
- Maximize office, retail/restaurant, entertainment, hotel, residential and senior housing nearest to the Van Dorn Metro Station. More specifically, prioritize office, retail, and hotel uses within a ¼ mile of the Van Dorn Metro station.
- Phase out uses incompatible with transit-oriented development near the Van Dorn Metro station.
- Evaluate the need and potential sites for new public facilities, including a school.
- Provide and enhance existing unique destination retail and restaurants to maintain the neighborhood identity and allow residents to shop near their homes.
- Allow interim temporary retail, including destination retail and big box retail, along Eisenhower Avenue.
- Remove opportunities for new uses that cause noise and environmental pollution, traffic hazards, and unattractive visual appearances.
- Improve the pedestrian experience in the industrial and warehouse areas along Eisenhower Avenue, Pickett Street, and Farrington Avenue.

### **HOUSING**

**Goal: Eisenhower West will be a neighborhood that is accessible to a variety of income levels, ages, and household sizes through a range of housing types.**

- Create a balanced mix of quality housing options with units in a variety of sizes.
- Consider the provision of age-restricted housing so options are available for residents to age in place.
- Preserve existing affordable and market affordable housing.
- Foster and secure affordable housing units in new residential development, including rental and/or homeownership units affordable to a range of income levels.

### **BUILDING HEIGHT + SIZE**

**Goal: Eisenhower West will be a transit-oriented community that features taller buildings closer to the Van Dorn Metro station and along Van Dorn Street.**

- Place medium to high density and mid-rise to high-rise buildings roughly within a ½ mile radius of the Van Dorn Metro Station.
- Place low to medium density development, and low-rise to mid-rise buildings, beyond the ½ mile radius of the Van Dorn Metro Station along Pickett Street and Eisenhower Avenue.
- Ensure adequate parking is provided, but at appropriate levels. Provide less parking, consistent with transit-oriented development standards on sites within a ½ mile of the Van Dorn Metro Station.

## **ECONOMIC DEVELOPMENT**

**Goal: Eisenhower West will be an integrated part of the economic engine of the Eisenhower Valley in which economic development, employment opportunities, and job creation are promoted.**

- Make Eisenhower West an attractive and amenity-rich location for new and existing businesses.
- Increase utilization of sites to strengthen neighborhood fabric and attract an increased population to support local businesses.
- Consider innovative interim uses, such as pop up retail or food trucks that will introduce economic activity pending future redevelopment.
- Support and retain existing restaurant, retail, and specialty businesses that serve and/or target ethnically, socially, and economically diverse customer bases.
- Preserve and promote opportunities for small businesses and incubators, including green technology and specialty industry.
- Preserve affordable retail and business space.
- Maximize the variety of uses to promote job creation and economic sustainability.
- Preserve existing jobs to the extent possible.

## **NEIGHBORHOOD CHARACTER + SERVICES**

**Goal: Eisenhower West will have an abundance of services appropriate for a transit-oriented neighborhood with a diverse group of residents, visitors, and businesses.**

- Integrate civic, institutional, and cultural amenities, such as schools and recreation centers, throughout Eisenhower West to enhance livability.
- Improve and increase amenities to meet the needs of residents and businesses in the area.
- Celebrate the neighborhood's natural, historic, and cultural resources, including its unique mix of ethnic restaurants.
- Embrace the area's industrial heritage.
- Ensure high quality and unique design of buildings and public spaces.
- Create places and opportunities for cultural events, performances, and public art.

## **STREETSCAPE + PUBLIC SPACE**

**Goal: Eisenhower West will have a safe and active public realm for enjoyment by residents and visitors of all ages and abilities focused on Eisenhower Avenue, Van Dorn Street, and Pickett Street.**

- Promote and increase connectivity by improving the appearance, walkability, safety and cleanliness of sidewalks, crosswalks, and public spaces.
- Enhance streetscape and the public realm with improved wayfinding signage, lighting, street furnishings, crosswalks, paving, and vegetation.
- Improve and maintain existing trees while adding new street trees and plantings.
- Integrate sustainable landscaping with new development.
- Integrate civic parks or plazas in areas of higher density development.
- Include fountains or other water features to provide activity and cooling.
- Provide outdoor seating areas for restaurants and cafes.

## **CIRCULATION + CONNECTIVITY**

**Goal: Eisenhower West will have safe, efficient, and linked pedestrian, bicycle, transit, and vehicular mobility.**

- Promote Eisenhower Avenue as the central spine and corridor of the Eisenhower Valley.
- Improve mobility by integrating pedestrians, cars, buses, bicycle facilities, bikesharing, and rail transit in the transportation network.
- Enhance and increase transit, pedestrian, and bicycle connectivity to and from the Van Dorn Metrorail Station.
- Add bikeshare stations at major destinations in Eisenhower West.
- Provide clear, well-marked, and safe pedestrian and bicycle access to transit, particularly within the ½-mile radius of the Van Dorn Metro station.
- Ensure easy and accessible pedestrian and bicycle connectivity to the proposed West End Transitway stations and Backlick Run.
- Provide a transportation network that is integrated with the recommended network in the adjacent Landmark/Van Dorn Corridor Plan.
- Create contiguous sidewalks to improve walkability throughout Eisenhower West.
- Provide safe bicycle and pedestrian facilities and crossings to schools, transit, parks and other community amenities.
- Implement the planned multi-modal bridge.
- Implement the Farrington Road extension to Edsall Road to improve circulation and development opportunities.
- Protect residential areas from increased traffic.

## **PARKS, OPEN SPACE + RECREATIONAL OPPORTUNITIES**

**Goal: Eisenhower West will have a connected, accessible, and identifiable open space system featuring the green spine of Backlick Run and a growing network of adjoining parks, trails, and green space.**

- Provide greenways, trails, and pedestrian connections between parks and other destinations in Eisenhower West.
- Increase tree cover throughout Eisenhower West, particularly along Eisenhower Avenue and Van Dorn Street.
- Enhance and naturalize Backlick Run to make it the green heart of the Eisenhower West area.
- Connect trails within the stream corridors of Cameron Run, Backlick Run, and Holmes Run to surrounding neighborhoods, making them active and accessible places.
- Continue to enhance Armistead Boothe Park.
- Preserve and enhance Ben Brenman Park, Hensley Park, and Clermont Park and provide increased and improved connections to the surrounding areas.
- Identify sites for a variety of new high-quality green spaces including passive green spaces, pocket parks, active green spaces, athletic fields, playgrounds, and dog parks.
- Provide increased and enhanced opportunities for recreational programs, classes, and activities.

## **SUSTAINABILITY + ENVIRONMENT**

**Goal: Eisenhower West will have a healthy natural resources system that will foster stewardship among its residents.**

- Employ sustainable building and site design strategies in all new development.
- Decrease neighborhood flooding and improve stormwater management through low-impact development strategies, particularly in areas within the 100-year floodplain.
- Require enhanced detention of stormwater with new development.
- Incentivize the relocation or reconstruction of existing buildings located within the 100-year floodplain.
- Reduce impervious surfaces, and increase pervious surfaces throughout Eisenhower West.
- Reduce pollution and greenhouse gases by increasing tree cover, and creating opportunities for non-motorized travel.
- Implement the principles of Alexandria's *EcoCity Charter*.

## IMPLEMENTATION

**Goal: The Eisenhower West vision will be achieved through phased implementation focused on prioritizing the improvement and addition of neighborhood amenities and services.**

- Initial phases will: focus on interim uses such as large format retail, pop-up retail, and innovative/emerging technology firms to attract development to Eisenhower Avenue.
- Add amenities and services from initial developments that will attract further economic development to the area.
- Give priority to land uses that achieve the economic objective of the small area plan.
- Maximize development contributions to achieve the needed facilities, infrastructure, and amenities for future development of the area.
- Ensure the Van Dorn Metro station area is redeveloped for higher density commercial uses.